ARTILLRY DATA BRIEFS

ENTERPRISE AR ADOPTION BY VERTICAL AND FUNCTION

4/09/18

Among the business verticals where XR applies, education and healthcare are currently the most adoptive. This is according to new survey findings from Superdata (see below), released in partnership with VR Intelligence.

This stands to reason, as XR's advantages shine in these verticals. In medicine, it can involve everything from pain management to surgical training to AR-guided surgery to nursing. And in education, it's all about 3D visualization for complex topics at all grade levels (think: sciences).

(see more ARtillry analysis about XR in education and medicine at the following links)
https://artillry.co/2018/03/02/xr-talks-ar-in-medicine-is-a-double-edged-scalpel/
https://artillry.co/2017/05/30/artillry-innovators-episode-2-ar-vr-in-the-classroom/

Number of industry end-user entities (Q4 2017)[2]

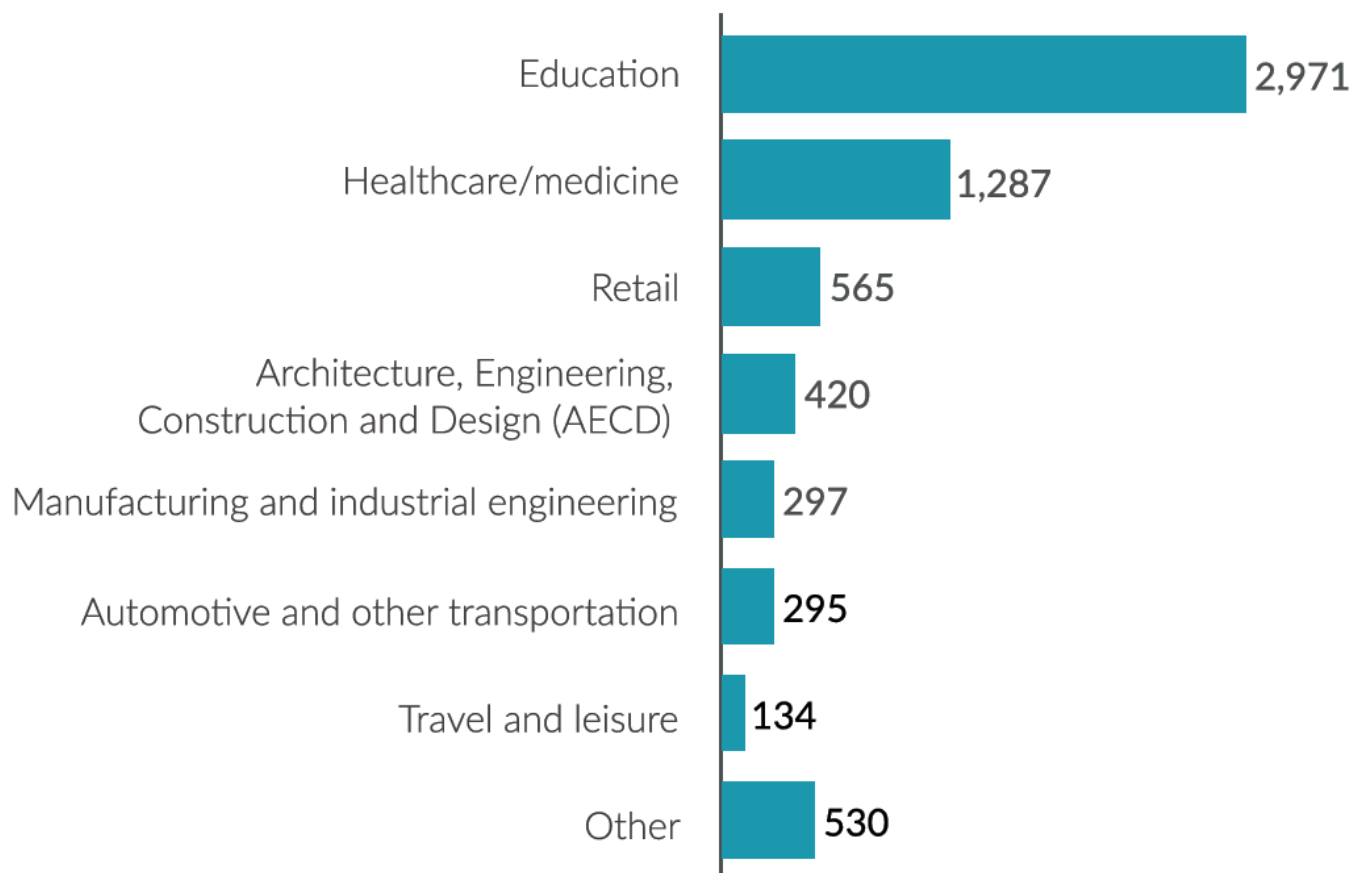| Vertical	Value
Education	2,971
Healthcare/medicine	1,287
Retail	565
Architecture, Engineering, Construction and Design (AECD)	420
Manufacturing and industrial engineering	297
Automotive and other transportation	295
Travel and leisure	134
Other	530

Image Credit: Superdata, VR Intelligence

Drilling down to enterprise XR functions and use cases, training and simulation currently sees the most adoption, followed by product design & engineering and collaborative working. These are the types of functions we explored in a recent report, and discussion with Worldviz.

These functions have lots of potential bottom-line impact because in reducing errors, travel time and cost. But moreover, some of these XR-assisted functions are inherently transforming how work is done, such as remote AR assistance, which makes more people qualified for more jobs.

VR TRAINING SOLUTIONS AND DESIGN TOOLS HAVE THE WIDEST RANGE OF POTENTIAL CUSTOMERS

How industry end users use VR or plan to use VR[3]

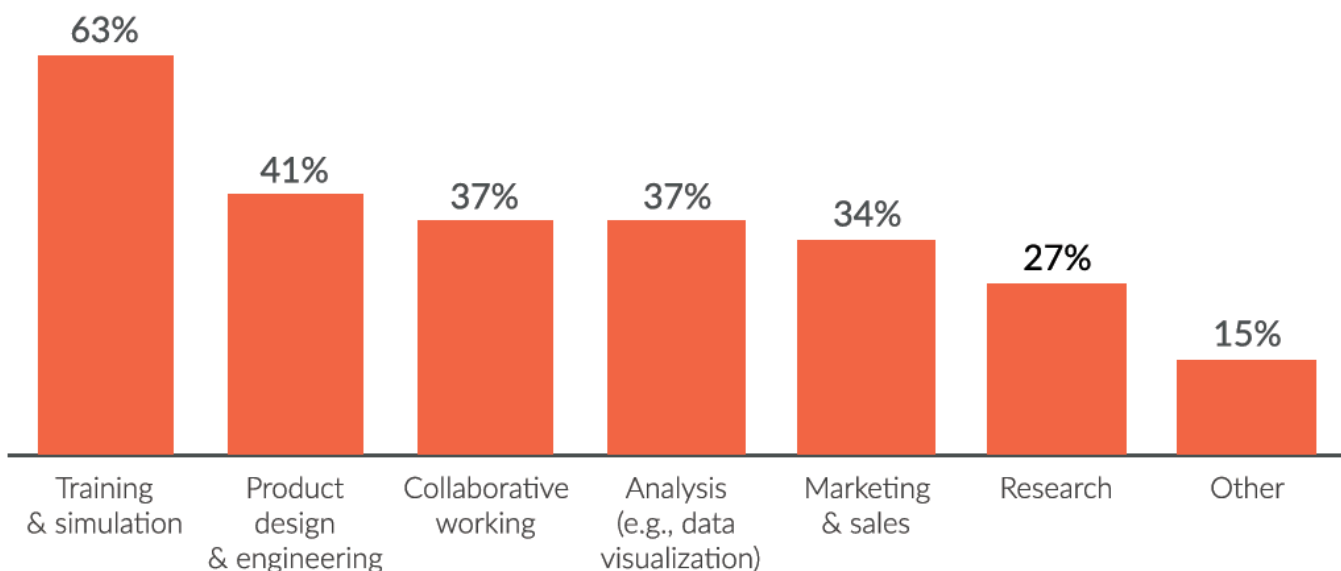| Category	Percentage
Training & simulation	63%
Product design & engineering	41%
Collaborative working	37%
Analysis (e.g., data visualization)	37%
Marketing & sales	34%
Research	27%
Other	15%

Image Credit: Superdata, VR Intelligence

As for a breakdown in AR versus VR, the former is anticipated much more by enterprise users. 62 percent of developers believe AR will be more impactful. And when looking at projected spending, the dollars skew towards AR, especially in education, retail and travel & leisure.

These are telling figures from the folks that are using XR today. Their current and projected usage could indicate where the most XR adoption — and therefore revenue — will happen. That should signal developers and XR companies where to continue placing their chips.

See the rest of the data points below and stay tuned for lots more data and analysis. Meanwhile subscribers can see ARtillry's recent report on enterprise XR in the Intelligence briefings section of the content portal, and more info is here: **https://artillry.co/artillry-intelligence/enterprise-xr/**

Projected share of 2020 enterprise investment and spending

VR ■ **AR/MR** ■

	VR	AR/MR
AEC and Design	57%	43%
Healthcare/medicine	48%	52%
Manufacturing/industrial engineering	47%	53%
Automotive and other transportation	42%	58%
Education	32%	68%
Retail	25%	75%
Travel and leisure	20%	80%
Other	34%	66%
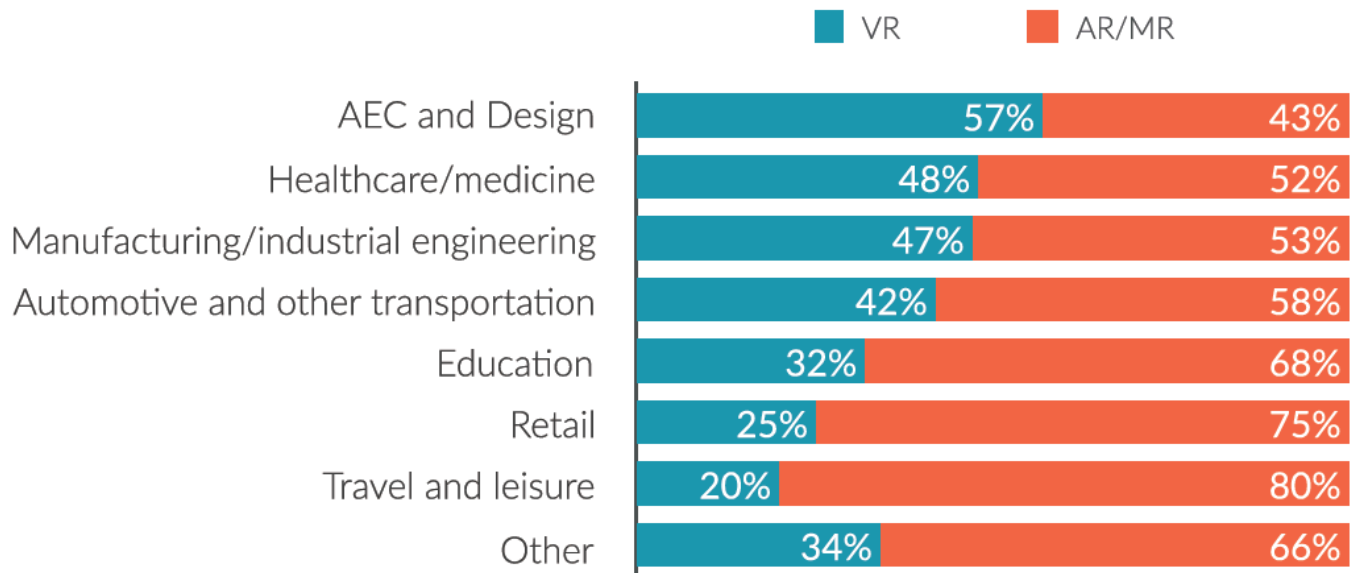
VR DEVELOPERS ARE PREPPING FOR A SHIFT TO AR AND MR

Industry views on impact of MR/AR in the next three years[4]
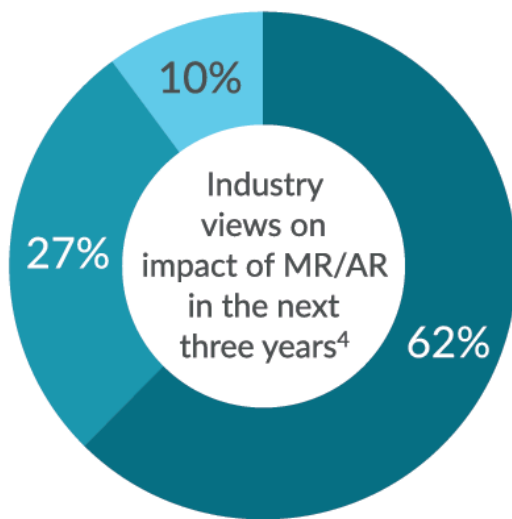
- 62% ● AR/MR will have a bigger impact than VR
- 27% ● AR/MR will have a similar impact as VR
- 10% ● AR/MR will have a smaller impact than VR

INDUSTRY END USERS MAKE UP A LIMITED — BUT VALUABLE — SHARE OF THE VR SPACE

Interested enterprise firms business categories[1]

44%
26%
13%
17%

- Content creator/developer
- Immersive technology maker
- Industry end user
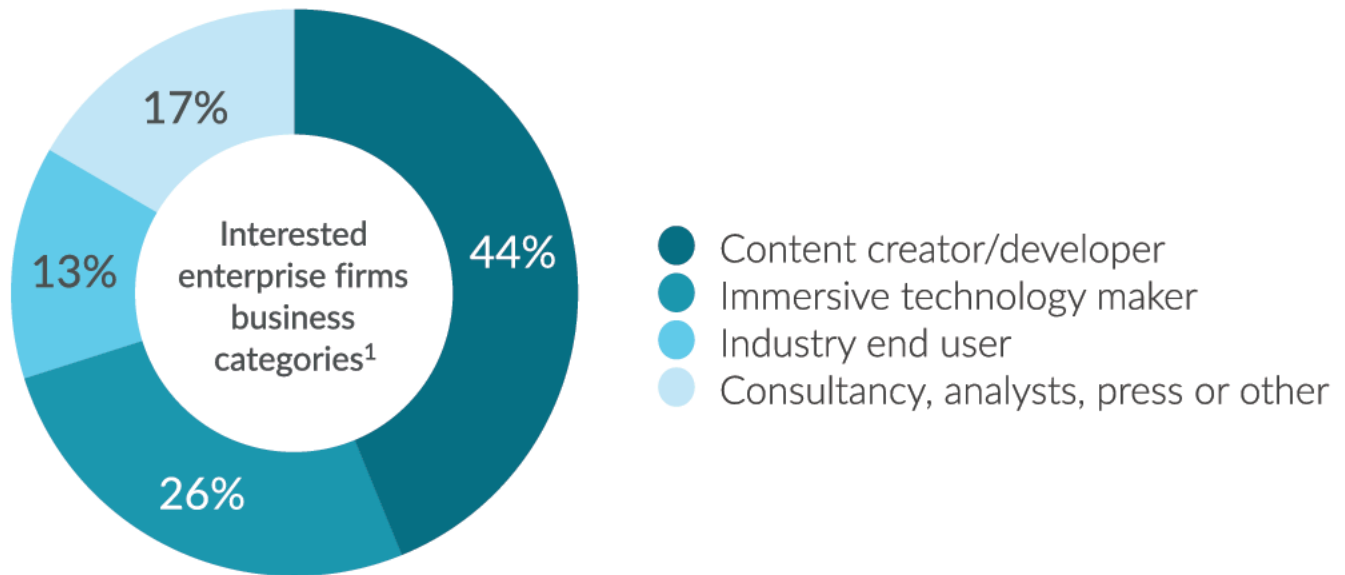- Consultancy, analysts, press or other

Image Credit: Superdata, VR Intelligence

Video Companion: Enterprise AR Dynamics
(Click URL to Open)

https://youtu.be/4_gY7CsRRYo

About ARtillry Intelligence

ARtillry is a publication and intelligence firm that examines augmented reality and virtual reality, collectively known as XR. Through writings, data and multimedia, it provides deep and analytical views into the industry's biggest players and opportunities. It's about insights, not cheerleading.

Run by career analyst and journalist Mike Boland, coverage is grounded in a disciplined and journalistic approach. It also maintains a business angle: Though fun and games permeate VR and AR (especially the former) long-term cultural, technological and financial implications are primary.

Learn more at **https://artillry.co/about**

About the Author

Mike Boland was one of Silicon Valley's first tech reporters of the Internet age, as a staff reporter for *Forbes* (print) starting in 2000. He has been an industry analyst covering mobile and social media since 2005, and is now Chief Analyst of *ARtillry Intelligence*, covering emerging tech.

Mike is a frequent speaker at industry conferences such as VRLA, ad:tech and LeadsCon. He has authored in-depth reports and market-sizing forecasts on the changing tech & media landscape. He contributes regularly to highly read online news sources such as *TechCrunch*, *Business Insider* and the *Huffington Post*.

A trusted source for tech journalists, his comments have appeared in A-list publications, including *The New Yorker*, *The Wall Street Journal* and *The New York Times*.

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Contact

Questions and requests for deeper analysis can be submitted at:

https://artillry.co/contact/

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https://artillry.co/about/disclosure-and-ethics-policy/